

## PRODUCT MARKETING EXECUTIVE MARKETING



Campion Education is the leading provider of education resources and solutions to Australian primary and secondary schools. We're an Australian owned family business with a portfolio of businesses, a strong and stable leadership team, flexible working conditions and a supportive, positive culture. We have decades of experience in what we do and are digital innovators, leading the market with best-in-class technology solutions for schools, teachers and parents.

The Product Marketing Executive plays a pivotal role in executing Campion's communication in the market: responsible for execution of compelling, targeted messaging, developing content that drives conversion and the execution of successful go-to-market strategies. This role is instrumental in working with the sales team to drive growth by effectively aligning Campion's offerings with the needs of schools

### YOUR KEY RESPONSIBILITIES

- Craft compelling, conversion driven content across a range of formats, including newsletters, email campaigns, web copy, case studies, one-pagers, videos, webinars, media releases and tenders
- Ensure timely execution of targeted messaging and content tailored to each stage of the buyer journey with a strong emphasis on the growth portfolio
- Develop an in-depth understanding of Campion and supplier products and services to drive increased awareness, engagement and conversion through effective communication
- Execute go to market strategies in collaboration with internal teams for new and emerging products and services in the growth portfolio
- Deliver customer ready content in collaboration with and for the sales teams and supported by messaging guidelines and training materials to drive engagement in schools
- Ensure all content and communication aligns marketing campaigns to sales priorities, tracking performance and engagement to refine messaging and optimise effectiveness
- Manage and monitor all content and communication in line with policies and regulatory requirements
- Champion and uphold brand integrity by ensuring all communications, marketing materials, and customer touchpoints consistently reflect the company's visual identity and brand guidelines
- Proactively manage personal development, embedding Campion's values and capability framework to elevate performance and professional growth

### YOUR SKILL SET

- Minimum of 2 years of experience in product marketing or B2B marketing, ideally in Publishing, Education, EdTech or SaaS environments
- Bachelor's degree in marketing, Communications, English, Journalism, PR, or related discipline
- Proficiency in content writing, editing and messaging development skills with a clear understanding of audience segmentation and the buyer journey
- Experience in collaborating with and supporting B2B sales teams with content and enablement tools
- Proven ability to manage multiple priorities, stakeholders and timelines
- Experience with Microsoft 365 suite, CRM and marketing automation platforms
- Working With Children Check preferred

### CAMPION COMMITMENT

- A dynamic and innovative work environment with a mission-driven focus
- Competitive salary, and flexibility options
- A collaborative team dedicated to making a positive impact in education

